

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 10/635,292

Confirmation No.: 3832

Applicant(s): Brice et al.

Filed: August 6, 2003

Art Unit: 3622

Examiner: Namrata Boveja

Title: METHODS AND SYSTEMS FOR PROVIDING AN INTEGRATED
MERCHANDIZING AND SHOPPING ENVIRONMENT

Docket No.: 023895/265041

Customer No.: 00826

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT Under 37 C.F.R. § 1.121

Sir:

In response to the Office Action dated June 27, 2007, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.